



Baccarat, the icon of exquisite moments of celebration, becomes a proud sponsor of the 145th Kentucky Derby

Paris, France – February 28th, 2019 – Baccarat, the French luxury Maison, symbol of superb craftsmanship and exquisite moments of celebration, has become a sponsor of the 145th the Kentucky Derby. Known as “The Greatest Two Minutes in Sports”, the legendary horse race, held annually on the first Saturday in May in Louisville, Kentucky, is watched by millions of people around the world.

To celebrate this year’s edition and to offer horse lovers the experience of its glamorous lifestyle, Baccarat has created *The Kentucky Derby Everyday Highball gift set*. The iconic Baccarat red box contains 6 glasses, each with a different creative pattern, engraved with the official logo of the Kentucky Derby: the best way to enjoy the traditional mint julep in style. A Woodford Reserve Derby rendering by Louisville artist Keith Anderson and the exclusive recipe for the *Woodford Reserve Classic Mint Julep* are included in each set. The set, in a limited edition of 200, will be available starting April 2 and will be sold exclusively in the US Baccarat boutiques and online at www.baccarat.com

As a perfect ending to the Derby, Baccarat and Woodford Reserve will toast the winner of the 145th Kentucky Derby in the winner’ circle with the finest bourbon in the world in Baccarat crystal tumblers.

Daniela Riccardi, Global CEO of Baccarat, stated, “We are thrilled to be part of this major sporting event in the United States. Just as the Kentucky Derby, Baccarat strikes the perfect balance between heritage and modernity. As a unique celebration bringing people together for joyful moments, the competition perfectly represents the values embraced by Baccarat: excellence, passion and perfection.”

Jim Shreve, President and CEO of Baccarat North America, stated, “There are few brands that possess over 400 years of combined history. As Baccarat celebrates its 255th year, we are proud to be sponsoring the 145th running of the Kentucky Derby. Together we celebrate wonderful memories, a rich history and people who appreciate timeless experiences. The Kentucky Derby is a rich part of American history and we are grateful to share in this event. We would like to thank Woodford Reserve for giving us the opportunity to make an amazing bottle for their new Woodford Reserve *Baccarat Edition* and thus introducing us to Kentucky and the exciting universe of the Derby.”

Ward Simmons, Vice President of Marketing of Baccarat, North America, stated, “This is a dream come true for me. Being from Kentucky, nothing makes me prouder than creating a partnership with Baccarat, Woodford Reserve and the Kentucky Derby. I always get emotional when they play MY OLD KENTUCKY HOME, yet this year it will have an entirely different meaning for me.”

About Baccarat

Baccarat (Paris, Euronext, BCRA) is a French luxury brand internationally renowned as a leader in high-end and exclusive crystal products. Since its foundation in 1764, the company, whose artisanal manufacture is based in Baccarat in the Lorraine region of Eastern France, has been synonymous with a unique savoir-faire and has come to symbolize an inimitable French Art de Vivre. For over 250 years, the brand has inspired leading designers from across the world. Ranging from iconic lighting to unique tableware and decorative objects, fine jewelry and tailor-made flacons, the brand's products and tradition of excellence are widely distributed around the globe. Fortune Fountain Capital is the majority shareholder of the company. Explore the world of Baccarat at www.baccarat.com

About Churchill Downs Racetrack

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented the Kentucky Derby since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 145th running of the Kentucky Derby Presented by Woodford Reserve on May 4, 2019. The track's 2019 Spring Meet is scheduled for April 27-June 29. Churchill Downs has hosted the Breeders' Cup World Championships nine times. www.ChurchillDowns.com.

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